THE LIST EDINBURGH FESTIVAL 2027

THE LEADING GUIDES TO ALL THE FESTIVALS FOR OVER 40 YEARS

THE LIST HAS A UNIQUE PLACE AT THE HEART OF THE FESTIVAL THANKS TO OUR LONGSTANDING MEDIA PARTNERSHIP WITH THE FRINGE AND OUR FAMOUS OPENING FESTIVAL PARTY

AWARD-WINNING CRITICS AND WRITERS

OVER 60,000 COPIES IN PRINT WITH AN ESTIMATED READERSHIP OF OVER 500,000 FESTIVAL GOERS

REACHING OVER 2.7 MILLION UNIQUE USERS ONLINE ACROSS THE FESTIVAL PERIOD

THE LIST FESTIVAL GUIDES ARE AVAILABLE THROUGHOUT THE UK ACROSS JULY AND AUGUST







FESTIVAL GUIDE

- 15,000 copies – high quality, perfect bound
- UK-wide distribution from 12 July until 30 August
- A dedicated section for each of the festivals, plus the City Guide to Edinburgh detailing where to Eat, Drink and Shop plus all-year-round attractions

WEEKLY FESTIVAL ISSUES

- 15,000 copies published each week in August
- Packed full of award-winning features, reviews, interviews and hitlist recommendations
- Distribution for free in festival venues across Edinburgh
- High profile presence throughout August – kicking off at The List's famous Festival Party

FESTIVAL MICROSITE

- Over 2,700,000 unique users in the summer festival period 2026
- The largest UK site to have listings, reviews and ticketing information for all the Edinburgh festivals
- Award-winning website and writers
- list.co.uk/edinburgh-festival has been the single biggest independent source of referrals for festival tickets for the last 18 years running

THE LIST EDINBURGH FESTIVAL GUIDE



ALL-IN-ONE PREVIEW OUT 12 JULY

- The all-in-one preview guide highlighting the very best of the festivals
- City Guide - the best places to eat and drink in the city
- Dedicated sections for each of the festivals
- Plus the City Guide to Edinburgh: where to Eat, Drink and Shop
- 15,000 copies – high quality, perfect bound, full colour throughout
- London distribution from 12 July until 30 August
- Targeted distribution within city hotels, hostels and serviced apartments

Eight page	**£380**
Quarter page	**£590**
Half page	**£1000**
Full Page	**£1800**
Double page spread	**£3000**

All rates are exclusive of VAT which will be added at 20%.
Cover sites are subject to availability and premium rates apply.

An additional 10% will be added for guaranteed right hand positions.
Early booking advisable.

Copy & payment deadline: 28 June 2027
PUBLISHED MONDAY 12 JULY 2027

THE LIST THE FESTIVAL MAGAZINES

ADVERTISING RATES A4, FULL COLOUR



- The all-in-one preview guide highlighting the very best of the festivals
- Hitlist recommendations of the very best shows
- Packed full of award-winning reviews, features and interviews
- 15,000 copies distributed for free in festival venues and across Edinburgh
- Extra promotion by *The List*'s street teams in festival hotspots
- Launched at *The List* Festival Opening Party

Eight page	**£270**
Quarter page	**£480**
Half page	**£720**
Full Page	**£1200**
Double page spread	**£2100**

For an additional 10% we can guarantee right hand positions
Book three adverts or more and save 25%
Rates are exclusive of VAT which will be added at 20%
Cover sites are subject to availability and premium rates apply

Copy & payment deadline: 7 days prior to publication
ISSUES OUT 4, 11 + 18 AUGUST 2027

THE LIST FESTIVAL ONLINE

THE LEADING ONLINE GUIDE TO THE BIGGEST ARTS FESTIVAL

Reach a dedicated arts audience of over 2.7 million* unique users across the Edinburgh festival period

Target your advertising geographically, by section, genre, day, date or time. Reach the exact audience you're looking for

Advertise alongside our trusted and award winning reviews, previews and recommendations

15,000 copies – high quality, perfect bound, full colour throughout

Mobile friendly responsive sites

Hit your audience on the move

THE LIST HAS BEEN THE SINGLE BIGGEST INDEPENTENT SOURCE OF TICKET SALES FOR THE FRINGE, EVERY YEAR SINCE 2009

HOW DOES IT WORK?

1. Choose the type of advert you want
2. Choose the section you want your advert to appear in
3. Choose the amount of times for it to appear on site
4. Choose how long you want your advert to run for
5. Either supply artwork or The List will design it for free

HOW IS IT PRICED?

Online display adverts are priced on a cost per thousand impressions basis (£CPM). At a price of £20 CPM, it costs £20 for every 1,000 times your advert is shown in your chosen section. For example, if you wanted your advert to appear 20,000 times the price would be £400.



PRICING

TYPE	DIMENSIONS (PIXELS)	MAX FILE SIZE	CPM TARGETTED
Leaderboard	320px(w) X 50px(h)	60k	£12
Billboard	970px(w) X 250px(h)	Gif/Jpeg	£18
MPU	300px(w) X 250px(h)	Gif/Jpeg	£20
Halfpage	300px(w) X 600px(h)	Gif/Jpeg	£36

OFFERS AND COMPETITIONS

	PRICE	DETAILS
Online Offer/Competitions (up to 200 words + logo/image)	£195	Offers can go on *The List* within 2 hours of booking. Great for last minute pushes.

THE LIST FESTIVAL NEWSLETTER

SENT THREE TIMES A WEEK DURING THE FESTIVAL

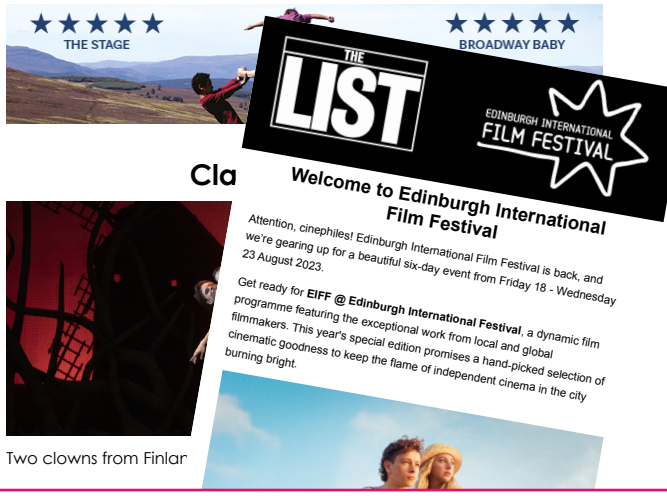
Dedicated Festival newsletter sent every Monday, Wednesday and Friday during the festival to over 12,000 festival goers

Regular weekly newsletter, Something for the Weekend, sent every Thursday to 12,000 arts and culture lovers

Banner or inline advert consisting of 40 words of copy, an image and multiple links



As the Fringe gets underway, we look at dance tackling political issues and re-imagined Scottish and Japanese myths



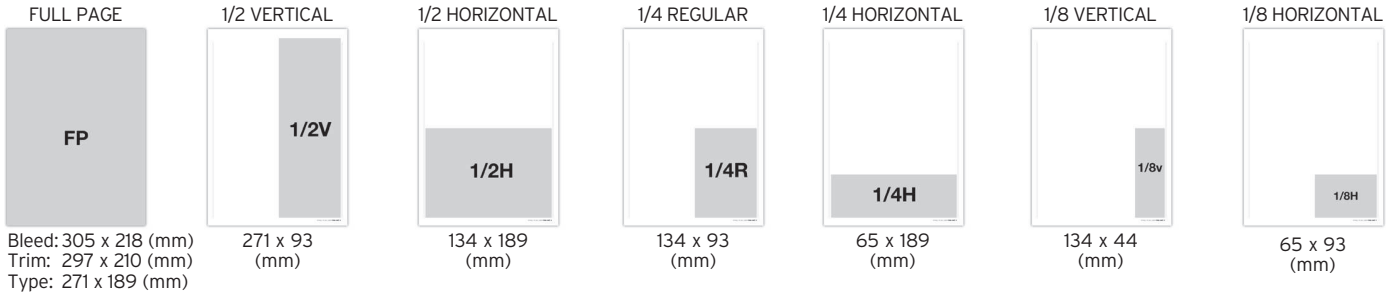
PRICING

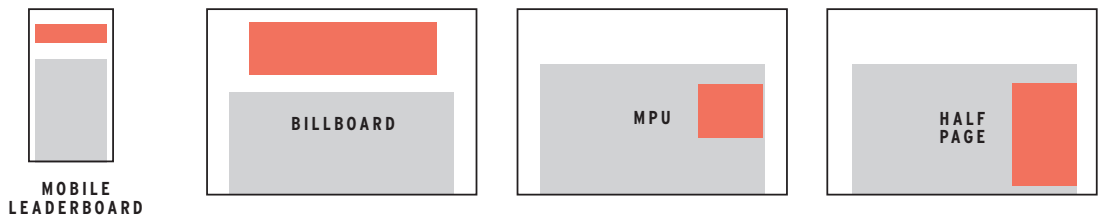
	PRICE	DETAILS
DEDICATED FESTIVAL		**3 p/w during festival period**
Inline Advert (40 words & image/logo)	£195	per Insert
Banners (600px(w)x120(h))	£195	each, per NL
Full Sponsorship (Sponsor Inline & Banner)	£390	per NL
SOMETHING FOR THE WEEKEND		**Weekly/Thursday**
Inline Advert (40 words & image/logo)	£195	per Insert
Banners (600px(w)x120(h))	£195	each, per NL
Full Sponsorship (Sponsor Inline & Banner)	£390	per NL
Your own completely dedicated newsletter	£550	10,000 subscribers

TECHNICAL SPECIFICATIONS

FOR A FULL/BESPOKE SPEC, PLEASE CONTACT ADVERTISING@LIST.CO.UK / 0131 623 3040

DIMENSIONS: Festival Guide and Issues





DON'T MISS OUT!

Book your campaign now:

Call +44 131 623 3040 | Email advertising@list.co.uk

PAYMENTS

All adverts must be paid for in advance, unless credit facilities have been previously agreed

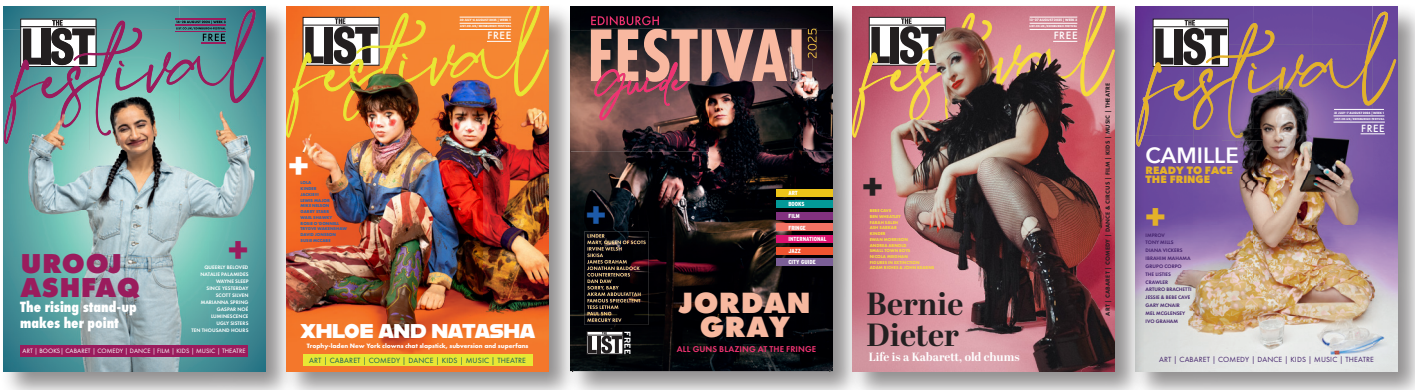
By purchasing a service from The List you are creating a contractual relationship and you agree we may process your contract information in line with our policy.

THE LIST PARTNER PACKAGES

GET MORE VALUE WITH ONE OF OUR PARTNER PACKAGES

PRICING	TOTAL VALUE	PARTNER PRICE
PLATINUM PACKAGE Full page advert in Edinburgh Festival Guide Full page advert in one weekly Festival issue 25,000 MPU impressions Banner/Inline advert in *Something For The Festival*	**£3,695**	**£2,500**
GOLD PACKAGE 1/2 page advert in Edinburgh Festival Guide 1/2 page advert in one weekly Festival issue 20,000 MPU impressions Banner/Inline advert in *Something For The Festival*	**£2,235**	**£1,295**
SILVER PACKAGE 1/4 page advert in Edinburgh Festival Guide 1/4 page advert in one weekly Festival issue 15,000 MPU impressions	**£1,370**	**£959**
BRONZE PACKAGE 1/8 page advert in Edinburgh Festival Guide 1/8 page advert in one weekly Festival issue 10,000 MPU impressions	**£850**	**£550**

Create your own package and receive a 25% discount off your booking



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By purchasing a service from The List you are creating a contractual relationship and you agree we may process your contract information in line with our policy.